



MARYLAND STATE ARTS COUNCIL

Meeting Minutes – January 19, 2018

The Maryland State Arts Council (MSAC) held its meeting at Open Works Studio in Baltimore, MD on January 19, 2018. Chair Shelley Morhaim called the meeting to order.

Present: Carole Alexander, Lily Bengfort, Barbara Bershon, Zoe Charlton, Anthony Cornwell, Carla Du Pree, Joan Lyon, Julie Madden, Shelley Morhaim, Jack Rasmussen, Gary Vikan, Anne West, MSAC staff

Absent: Aileen Carlucci, Senator Richard Madaleno, B.G. Muhn, Robinson Rowe, Del. Alonzo Washington

Guests: Nicholas Cohen, Maryland Citizens for the Arts, Krista Green, Interim Cultural Affairs Director, Baltimore Office of Promotion & Arts, David Grossman, Associate Professor of Business Management, Goucher College, Lisa Rathje, Executive Director of Local Learning, Goucher College, Amy Skillman, Academic Director, Goucher College

Approval of Consent Agenda

The Consent Agenda was approved as presented.

Chair's Remarks

Shelley Morhaim reported the following:

- + We are so glad to be here at Open Works, thank you all for joining us today
 - Welcome to Nicholas Cohen, from MCA
 - We also have guests from BOPA and Goucher joining us today
 - A very special welcome to our new Communication Manager, Janine Lis
- + There are some big events coming soon, including:
 - Poetry Out Loud State Finals
 - MSAC 50th Anniversary Showcase
 - MD Arts Day
 - Shelley encouraged the Council to attend at least one of these events and to be active in their roles as Ambassadors
- + Shelley attended the MD Traditions Awards in December
 - Congrats to Chad for an amazing event
- + The MSAC staff presented at the last Commerce All meeting
 - Everyone provided a great overview of MSAC and the work that we do
 - This method may prove to be a model as we tell our story to stakeholders
- + Shelley, Ken, Julie & Pamela made a site visit to Baltimore Clayworks
 - The work that has been done to reopen Clayworks is very impressive
 - Pamela will provide further information later in the meeting
- + The latest Economic Impact report is now available
 - The new report has a different look than in previous years
 - Special thanks to Pamela for all of her assistance with this project

Financial Report

The financial report was approved as presented.

MD Traditions/Folk & Traditional Arts Update

Chad Buterbaugh reported the following:

- ✚ We held the 11th Annual MD Heritage Awards (formerly known as ALTA) on December 2 at UMBC
 - The winners of each category were:
 - ✓ Person Joan M.E. Gaither, Documentary Story Quilter
 - ✓ Place Baltimore American Indian Center
 - ✓ Tradition Skipjack Races & Festival, Deale Island
 - The event was a great success
 - UMBC would love for us to come back next year
 - Thanks to all who attended
- ✚ The National Folk Festival is well into the planning stages
 - Chad is co-Chair of the planning committee alongside of Lora Bottinelli
 - The next planning meeting is in two weeks
 - This year's festival will be September 7-9, in Salisbury
- ✚ MD Traditions apprenticeship awards and project grant applications are open through February 2
 - We are offering technical assistance as well as some strategic outreach services
- ✚ The Walters Art Museum wants to include Folk & Traditional Arts programming in its new capital project
- ✚ Chad visited St. Mary's College last week to discuss potential collaborations
- ✚ Creative Alliance is considering a workshop series highlighting Folk & Traditional Arts
- ✚ CityLore is sending a folklorist to Baltimore to work with Chad, documenting three historical facilities
- ✚ We have secured the services of Ashley Minner for the next three years with UMBC
- ✚ This afternoon we will be joined by some folks from Goucher College to discuss the Folklife Feasibility Study

Performing Arts & Touring Update

Steve Drapalski reported the following:

- ✚ Steve provided an overview of the Presenting & Touring program
 - The program is around 10 years old
 - There are three components to the program:
 - ✓ The Presenters Network
 - ✓ The Performing Artists Touring Roster
 - ✓ The Touring Grant
- ✚ The 4th Presenters Network meeting was held on December 4 at AMP Strathmore
 - We had around 60 attendees
 - Speakers included the following:
 - ✓ Erik Gensler, Founder of Capacity Interactive
 - ✓ Sara Leonard, Sara Leonard Consulting
- ✚ The panel will meet early February to review applications for the Performing Artist Touring Roster
- ✚ Applications will be open late February for Maryland Touring Grants

GFO Update

Pamela Dunne reported the following:

- ✚ Pamela provided an overview of the GFO program and an update on Baltimore Clayworks

- ✚ In FY2018 , the GFO program awarded more than \$13 million in grants
 - Grant awards are based on the following:
 - ✓ Panel reviews & ratings
 - ✓ Size of budget
 - ✓ MSAC budget
 - The funding process goes as follows:
 - ✓ Panels are held in the spring (funding recommendations based partially on reviews and ratings)
 - ✓ The Program staff makes funding recommendations to the Grant Committee
 - ✓ The Grant Committee in turn forwards the recommendations to the full Council at the annual meeting
 - ✓ Once approved they are forwarded to the Secretary of Commerce for final signage
- ✚ Baltimore Clayworks Update
 - Baltimore Clayworks has been a staple in Mt Vernon for over 35 years
 - Due to mounting debt and potential bankruptcy, Clayworks was forced to close its doors in June
 - The community pulled together to plan an organizational restructure
 - The debt was assumed, board of directors reinstated, building improvements were made and classes have resumed
 - In light of the successful organizational resurrection, the staff request that the FY2018 grant for Baltimore Clayworks be reinstated
 - The Council approved reinstatement of the FY2018 grant of \$60,000 to Baltimore Clayworks

Public Art Update

Liesel Fenner reported the following:

- ✚ Liesel provided an update of the Public Art program
 - Our second Maryland Public Art Initiative project at the University of MD, Baltimore will be dedicated in May (save the dates coming soon)
 - UMBC is working with selected artist, Volkan Alkanoglu on the concept design for the proposed artwork for the Interdisciplinary Life Sciences Building
 - Four artists have been shortlisted for interviews for the Universities at Shady Grove, Biomedical and Engineering Education Building
 - The Call-to-Artists for the Annapolis Post Office Renovation public art project will go out in February
 - Several County Arts Councils have released Calls-to-Artists for projects for the Public Art Across Maryland program, celebrating MSAC's 50th Anniversary
 - Full applications are due April 30

Arts in Education Update

Chris Stewart reported the following:

- ✚ Chris provided an overview of the Arts in Education program
- ✚ The Arts in Education program is designed to promote, strengthen, and enhance the arts and arts education in Maryland schools and other community settings
 - The Arts in Education program consist of the following:
 - ✓ Artist-in-Residence Program
 - ✓ Visiting Performers Program
 - ✓ Maryland Center for Creative Classrooms
 - ✓ Teaching Artist Institute
 - ✓ First Lady Student Art Awards
 - ✓ Poetry Out Loud

- ✓ National Christmas Tree Experience
- Upcoming events include:
 - ✓ National Guild for Community Arts Education Conference (November 2018)
 - ✓ Poetry Out Loud Finals (March 2018)
 - ✓ Mid Atlantic Teaching Artist Retreat (August 2018)

A&E/CAD Update

Steven Skerritt-Davis reported the following:

- ✚ Steven provided an update of the A&E and CAD programs
- ✚ There will be electronic applications for the A&E grants this year
 - Panels will be held in the spring
 - The panel advisory committee consist of the following:
 - ✓ Commerce
 - ✓ DHCD
 - ✓ A&E Managers
 - ✓ Commerce Regional Reps
 - ✓ Department of Planning
 - ✓ Rural Maryland Council
- ✚ The CAD grant program provides funding to 24 County Arts Councils, ensuring statewide access to the arts
 - County Arts Councils must distribute a minimum of \$2,000 in Arts in Education funds
 - In FY2018, the CAD program awarded \$3,104,660 in grants
 - Awardees receive a base grant and a population-based grant
 - The FY2019 application deadline is today
 - Panels will be held in the spring
- ✚ Steven highlighted some of the departures/retirements from the local Arts Councils, including:
 - Leslie Raimond Kent County Arts Council
 - Randi Vega BOPA
 - Chris Sloan Allegany County Arts Council
 - Sandy Oxx Carroll County Arts Council
- ✚ Councilors, please be sure to sign-up for CAC events happening throughout the year

Communications/Social Media Update

Janine Lis provided an overview of social media usage

- ✚ Social media serves as an awesome tool in spreading the word about our agency
 - Available social media sources include:
 - ✓ Facebook (Conversations)
 - ✓ Instagram (Visuals)
 - ✓ Twitter (News/Updates)
 - ✓ Pinterest (Art)
 - ✓ LinkedIn (Professional Networking)
- ✚ The majority of "traffic" will be via Facebook or Twitter
 - For posting on Facebook:
 - ✓ LIKE Maryland State Arts Council: Facebook/mdartscouncil
 - ✓ Go to our page or when you see a Post show up in your feed:
 - ✓ Select: LIKE, COMMENT, SHARE...
 - When using Twitter:
 - ✓ Follow us @mdartscouncil
 - ✓ Select: Like , Retweet, Tweet at us, #MSAC50
- ✚ Please remember to post and upload pictures when at events

Individual Artist Awards (IAA) Recommendations

Steven Skerritt-Davis reported the following:

- ✚ IAA submissions are reviewed by out-of-state jurors who are experts in their fields
 - Awards are offered in the following disciplines:
 - ✓ Crafts
 - ✓ Non-Classical Music: Composition
 - ✓ Non-Classical Music: Solo Performance
 - ✓ Photography
 - ✓ Playwriting
 - Award amounts are: \$1,000, \$3,000 & \$6,000
 - A total of 367 applications were reviewed this year
 - The panelists met in October and November
 - 78 awards totaling \$225,000 are recommended
- ✚ The Council approved the IAA recommendations as presented

Division of Tourism, Film & the Arts Update

Liz Fitzsimmons reported the following:

- ✚ Liz spoke of her longtime goal of having a conversation that brings together the people in tourism, arts, economic development, storytelling, etc.
 - There will be a conversation, hopefully leading to collaboration and then to the creation of partnerships and/or programming
 - These five regional meetings will begin in February
 - We are excited about this initiative
- ✚ Thanks to Julie Madden for serving as Interim Director
- ✚ Upcoming events include:
 - FeBrewary
 - MD Wine Month
 - The Summer of Music
 - Rye Event
 - DelFest
- ✚ We encourage everyone to do something in Maryland that you haven't done before

Executive Director's Report/Strategic Planning Updates

Ken Skrzysz reported the following:

- ✚ Nicholas joined us at our last Program Director's meeting
 - The question is "Where does MCA show up in our strategic planning process?"
 - Areas where MCA could be of assistance included:
 - ✓ Arts in Education
 - ✓ IAA
 - ✓ Diversity
 - ✓ Outreach to underserved areas
 - ✓ Town Hall/Focus Group attendance
 - ✓ Funding Conversations
 - ✓ Funding Investigations
 - Collaborative goals between MSAC & MCA include:
 - ✓ Define the MSAC Family
 - ✓ Define staff capacity formula
 - ✓ Connect specific lawmakers to powerful storytellers/allies make great lobbyists/testimony/outside meetings

- ✓ Expand the look/population of MD Arts Day to elevate awareness of programming outside of GFO
- ✓ Shift focus on individual artists to community artists with local impact through projects
- ✓ Gather data on small artists' businesses (quantify arts hires)
- ✓ Define formula for project-based awards (ways to fund other than organizations - artist initiated projects)
- ✓ Define volunteerism through the arts
 - Liz suggested having a conversation with Secretary Gill in regards to small artists business
 - Julie suggested identifying more non-traditional art partners
- + Ken shared the Judson Arts Humanifesto
 - The six principles include:
 - ✓ Art can be prophetic
 - ✓ Art can be useless
 - ✓ Art can be sacred
 - ✓ Art can be irreverent
 - ✓ Art can be cheap
 - ✓ Art can be enough
 - Councilors responded to the principles with a variety of responses, from disagreement to enthusiasm to questions
- + The group performed a writing exercise using Commerce goals
- + The group performed a writing exercise asking how would they change the current mission statement
- + Ken shared a diagram provided by NASAA of State Arts Agency Structure
 - The questions raised..."Do we operate this way" "Should we operate this way"
- + Ken also provided a facility update
 - Secretary Gill is 100% behind the idea of a new facility for MSAC
 - He has recommended a Kitchen Cabinet (Steering Committee) with Jim Brady to assist in the search
 - Please send your Cabinet recommendations to Shelley
 - Thanks to Liesel for putting together the ideas of a shared art space
 - We do not want to own the building, so shared space would be a good idea
 - This would be more cost effective, as MSAC would need less dedicated space
 - Some ideas for spaces would include:
 - ✓ The old Epstein building (Bromo A&E District)
 - ✓ The old Stewart's department store (Bromo A&E District)
 - In looking for a space, factors that should be considered include:
 - ✓ Parking
 - ✓ Easily accessible to highway
 - ✓ Possible A&E District location
- + Pamela provided an update on the Strategic Planning RFP process
 - Due to our arts exemption, we are fortunate not to have to go through the traditional State process for the RFP
 - The RFP will only go out to those who have experience in working with state art agencies and non-profits
 - We plan to have this completed within the next week
 - The RFP sub-committee consist of:
 - ✓ Pamela Dunne
 - ✓ Shelley Morhaim
 - ✓ Kathy O'Dell

- ✓ Joan Lyon
- ✓ Barbara Bershon
- ✚ The sub-committee will review the RFP, review the proposals, and make a selection for a Consultant
- ✚ Shelley provided a chronological update of the Strategic Planning process
 - The RFP process has already started
 - We hope to do Consultant interviews in March and have an hire by April
 - The goal is to have the new Strategic Plan published by April 2019
 - We want to make this the best possible product, involving both board and staff
 - Shelley encouraged everyone to attend the regional forums, focus groups, etc.
 - There is a lot of work to be done, so this needs to be a team effort
- ✚ Save the Date for the 50th Anniversary Celebration
 - The event will be held on April 20 at the Walters Art Museum
 - E-announcements will go out on Feb 1
 - The Program Directors have identified their recommendations for the artists to be presented
 - Ken will be getting the initial “asks” out next week
- ✚ Special thanks to Chad for all of his work and for jumping right in on the Folklife Feasibility project with such enthusiasm
- ✚ NASAA is coming...
 - The Program Directors have already submitted their responses to NASAA’s request for speakers, venues, etc.
 - NASAA will be in Baltimore over the next few weeks for a site visit

BOPA Data Map Project

Krista Green shared a visual presentation as an overview of the organization.

MD Folklife Center Feasibility Study Update

Amy Skillman, Lisa Rathje and David Grossman reported the following:

- ✚ Maryland has the oldest continuously operating statewide program devoted to documenting and presenting a state’s cultural and artistic traditions
 - In 2001, Maryland’s folklife program, in collaboration with the Maryland Historical Trust, formed the MD Traditions program
- ✚ The first Maryland Folklife Festival was held in Salisbury in 1975
 - MD will be hosting the National Folklife Festival in Salisbury, for the next three years
- ✚ As part of the MSAC strategic plan, the idea to explore the feasibility of creating a center to study and present folklife
 - The goals of the center would be:
 - ✓ To promote the importance and richness of living cultural traditions throughout the state
 - ✓ To help safeguard living cultural traditions for the future
 - In June 2015, a visioning session was held with MSAC and various stakeholders
 - An RFP for a feasibility study was released in 2016, with the following goals:
 - ✓ To provide recommendations for three possible ways forward in creating a center
 - ✓ To provide a weighted analysis of the strengths and weaknesses of these options, including an assessment and outline of costs for each
- ✚ A research team from Goucher College was selected to complete the study
 - The Goucher team began work in April 2017
 - Data was collected from over 500 people
 - Recommendations from the public included:

- ✓ Whatever its structure, the Folklife Center should stand alone as its own 501C3 entity to ensure nimbleness and be eligible for grants, donations, membership structures, and contracts to support its work
- ✓ Branding and marketing of folklife in the state is critical to the sustainability of folklife programs and events, to raise community consciousness, and promote what makes Maryland distinct
- ✓ Governance and programming should be decentralized to ensure the broadest impact and participation
- Models proposed as standalone entities include:
 - ✓ The Maryland Digital Media Folklife Center
 - ✓ The Centers for Maryland Folklife
 - ✓ Maryland Folklife Place
- While each of the models could be developed on their own, we are recommending a phased in approach that builds toward a new, expansive structure over time and addresses the needs of all constituents
- MSAC's Studio Maryland vision offers the perfect opportunity to advance this initiative
- Our phased-in approach allows for development toward that vision over a period of time
- We recommend that the center be conceived either as an anchor partner in Studio Maryland, or as a partner in another relevant organization
- This approach makes the vision of a statewide folklife center feasible

Maryland Citizens for the Arts Update

Nicholas Cohen reported the following:

- ✚ It is a very busy time in Annapolis
- ✚ The Governor released his budget on Wednesday
 - The Governor released a press release on Tuesday, that mentioned the Arts Council budget at \$21.7 million
 - The actual budget released on Wednesday stated \$22.7 million for the Arts Council
 - We are waiting to find out what the actual number will be
 - We do know for sure that we will have record funding
- ✚ There will be a budget briefing webinar on February 1
 - Nicholas will be leading the webinar along with MCA Chair, Matt Gallagher
- ✚ MD Arts Day is February 22, in Annapolis
 - Please go to the MCA website to get registered
 - Arts Day is our largest arts advocacy event
 - We are excited to have such great legislative support
 - Governor Hogan and Secretary Gill will be in attendance this year
 - Our keynote speaker will be Adam Lerner, from the Museum of Contemporary Art in Denver
- ✚ MCA will go in front of the House and Senate on March 1-2
- ✚ Thanks to Shelley and other Councilors for your past testimonies
- ✚ Please be sure to sign up to receive the latest news and updates
- ✚ Thanks for your continued support in arts advocacy

New Business

- ✚ Next Council Meeting is March 16, 2018, St. Mary's County
- ✚ Tony reminded everyone of the First Lady's Opening in Cumberland from June 12- August 19
 - He will send further information over for the Council to review

Adjournment

Attachments:

- ✓ Financial Report
- ✓ IAA Recommendations